

## Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----013710 281703Z /45

R 281602Z MAR 78  
FM AMEMBASSY LONDON  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 4568  
AMEMBASSY STOCKHOLM

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USDOC FOR OIM/MRD

E.O. 11652: N/A  
TAGS: BEXP, SW  
SUBJECT: GLOBAL MARKET RESEARCH - COMPUTERS & RELATED  
EQUIPMENT, SWEDEN

REF: STATE 43953

1. NINE OF SIXTEEN INVITED FIRMS SUBMITTED BIDS.  
INDUSTRIAL RESEARCH BUREAU UNABLE BID DUE HEAVY WORKLOAD.  
FOLLOWING FAILED RESPOND: PE CONSULTING GROUP, CONRAD  
JAMESON ASSOCIATES, INTEGRATED COMMUNICATIONS, SIRA  
INSTITUTE LTD., E.P. DANGER, AND MAR MARKETING COMPUTER  
SERVICES LTD. BIDS RANGED BETWEEN 3,120 AND 25,000  
POUNDS STERLING.

2. FOLLOWING IS RESUME OF BIDS SUBMITTED, ALL QUOTED IN  
POUNDS STERLING:

A. INTERNATIONAL MARKETING & ECONOMIC SERVICES (UK)  
LTD. (IMES), 3,250. FIRM ANTICIPATES SOME 40 PERSONAL  
INTERVIEWS WILL BE NECESSARY TO ACHIEVE RELIABLE CROSS-  
SECTION OF DATA, AND FEELS PROGRAM SHOULD ALLOW FOR  
INTERVIEWS WITH IMPORTERS AND DEALERS, PARTICULARLY OF  
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PERIPHERAL EQUIPMENT. IMES WOULD ASSIGN TO STUDY  
GEOFFREY BUSH AND MICHAEL STALEY. BUSH, WHO IS SENIOR  
MARKETING CONSULTANT WITH IMES, WAS FORMERLY EUROPEAN  
MARKETING MANAGER OF INTERNATIONAL COMPUTERS LTD. (ICL)  
AND SPENT 12 YEARS IN EUROPEAN COMPUTER INDUSTRY WHERE  
HE IS REPORTED TO HAVE CONSIDERABLE NUMBER OF HIGHLY  
RELEVANT CONTACTS. HE HAS ALSO UNDERTAKEN MAJOR STUDY

ON BANKING PRACTICES (INCLUDING ELECTRONIC FUNDS TRANSFER) IN SCANDINAVIA FOR CITIBANK. STALEY IS FAMILIAR WITH USDOC OPERATIONS MARKET RESEARCH, HAVING JUST COMPLETED STUDY ON PACKAGING EQUIPMENT IN NETHERLANDS. IMES COULD IMPROVE ON SCHEDULED DEADLINE AND COMPLETE REPORT BY END JUNE. FIRM CLAIMS TO HAVE NUMBER OF HIGH LEVEL CONTACTS IN SWEDISH INDUSTRY AND HAS UNDERTAKEN SUBSTANTIAL AMOUNT OF WORK IN SCANDINAVIA.

B. LOGICA LTD., 5,200. LOGICA IS ONE OF THE LEADING CONSULTANCY FIRMS IN EUROPE OPERATING IN COMPUTERS, TELECOMMUNICATIONS, MANAGEMENT SYSTEMS AND MARKET RESEARCH, AND HAS FIVE OVERSEAS OPERATING COMPANIES, INCLUDING RECENTLY-ESTABLISHED LOGICA CS NORD AB, WHICH IS BASED IN STOCKHOLM. IT HAS CONDUCTED A NUMBER OF MARKET FORECAST STUDIES ON DATA COMMUNICATIONS PRODUCTS AND SERVICES, AND ITS CLIENTS INCLUDE SKF, ERICSSON, GENERAL AUTOMATION AND PHILIPS. PROVIDED AWARD MADE BY APRIL 28, FIRM COULD MEET JULY DEADLINE.

C. TACTICAL MARKETING LTD. (TML), 3,120. NOT LESS THAN 50 PERSONAL INTERVIEWS ENVISAGED. TML HAS RECENTLY COMPLETED USDOC COMPUTER STUDY FOR U.K., CURRENTLY HOLDS U.K. ANNUAL CONTRACT, AND CONSISTENTLY PRODUCES REPORTS ON, OR AHEAD OF, SCHEDULE. OTHER EXPERIENCE INCLUDES COMPUTER STUDY IN SCANDINAVIA FOR HONEYWELL-BULL, UNCLASSIFIED

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FRANCE; MINI-COMPUTER MARKET STUDY IN NORTHERN EUROPE FOR ICL, U.K.; AND STUDY OF DATA COMMUNICATIONS EQUIPMENT USAGE THROUGHOUT EEC COUNTRIES FOR NATIONAL SWEDISH BOARD FOR TECHNICAL DEVELOPMENT. TEAM LEADER WOULD BE BIRGER R. SAETHER, SWEDISH-SPEAKING PROFESSIONAL RESEARCHER WHO IS ACTIVE IN ELECTRONICS FIELD. TML EXPECTS NO DIFFICULTY MEETING OR BETTERING SCHEDULED DEADLINE.

D. METRA CONSULTING GROUP LTD., 3,500. PROVIDED STUDY COMMISSIONED DURING APRIL, FINAL REPORT WOULD BE SUBMITTED BY SCHEDULED DEADLINE. METRA WOULD ASSIGN JOHN STAINES TO STUDY. STAINES HAS WORKED IN SEVERAL ELECTRONIC AND COMPUTER COMPANIES IN U.S. AND U.K. AND HAS BEEN INVOLVED WITH EDP AND SALE OF COMPUTER PERIPHERALS IN EUROPE. DIRECTOR, PETER WARD, WHO HAS CONSIDERABLE EXPERIENCE IN EDP, WOULD SUPERVISE STUDY. METRA HAS HAD WIDE EXPERIENCE RESEARCHING COMPUTERS AND PERIPHERALS AND RELATED EQUIPMENT, INCLUDING THREE RECENTLY-COMPLETED GMS PCI STUDIES AND AN EEC SURVEY ON

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INFO OCT-01 ISO-00 EB-08 /021 W  
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TO USDOC WASHDC  
INFO SECSTATE WASHDC 4569  
AMEMBASSY STOCKHOLM

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EUROPEAN PERIPHERAL INDUSTRY.

E. OVERSEAS MARKET RESEARCH (OMR), 6,700. FIRM ENVIS-  
AGES TOTAL OF AROUND 100 INTERVIEWS, MAJORITY OF WHICH  
WOULD BE ON PERSONAL BASIS. PROVIDED AUTHORIZATION  
RECEIVED BY END OF THIRD WEEK IN APRIL, FIRM COULD MEET  
SCHEDULED DEADLINE. PRODUCT AREAS RESEARCHED BY OMR  
HAVE INCLUDED LEASING OF COMPUTERS AND RELATED EQUIPMENT,  
COMPUTER BASED OFFICE SYSTEMS AND DATA COMMUNICATIONS  
EQUIPMENT. FOLLOWING WOULD BE ASSIGNED TO PROJECT:  
R.J. DIBLEY, DIRECTOR, FAMILIAR WITH U.K. COMPUTER  
MARKET; R. SCHALIN, SWEDISH AND STOCKHOLM-BASED, WITH  
EXPERIENCE OF RESEARCH IN SCANDINAVIA, INCLUDING PRO-  
JECTS IN COMPUTER FIELD; AND B. SELL, AN ASSOCIATE OF  
OMR, EXPERIENCED IN COMPUTER RELATED FIELDS IN EUROPE.

F. BUTLER RESEARCH CO. LTD., 6,880. JOHN BUTLER,  
FOUNDER OF FIRM, WOULD SUPERVISE RESEARCH. FORMERLY  
EMPLOYED BY ECONOMIST INTELLIGENCE UNIT LTD., HE HAS  
BEEN INVOLVED WITH VARIETY OF RESEARCH PROJECTS FOR SUCH  
CLIENTS AS MOBIL AND GENERAL ELECTRIC. PRODUCT ADVISER  
WOULD BE ESMOND DEVAS, QUALIFIED IN ELECTRONIC ENGINEER-  
ING, BACKED BY 14 YEARS IN THE FIELD. HE HAS CARRIED  
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OUT STUDIES FOR OLIVETTI NUMERICALLY CONTROLLED MACHINE TOOLS DIV. (ITALY), AND STAVELY INDUSTRIES (UK).

G. PLANNING RESEARCH & SYSTEMS LTD. (PRS), 5,000 (IF PRS AWARDED GMS MACHINE TOOLS STUDY FOR SWEDEN, ON WHICH IT HAS ALREADY BID, FEE FOR TWO SWEDISH STUDIES WOULD BE 9,000, RATHER THAN 5,000 FOR EACH INDIVIDUAL STUDY.) NOT LESS THAN 50 PERSONAL AND FURTHER 50 PHONE INTERVIEWS ENVISAGED. PRS HAVE RECENTLY UNDERTAKEN STUDIES ON MARKET FOR BUSINESS SYSTEMS AND EQUIPMENT IN WESTERN EUROPE, COMPUTER PROGRAMS IN U.K., ITALIAN MARKET FOR COMPUTERIZED PABX EQUIPMENT, AND U.K. MARKET FOR COMPUTER TERMINAL ACCESS.

H. IDC EUROPA LTD., 4,655. FIRM EXPECTS CONDUCT 30-40 PERSONAL INTERVIEWS, UP TO 30 PERCENT WITH MAJOR INDUSTRY SUPPLIERS IN MOST ACTIVE GROWTH AREAS, AND BALANCE WITH USERS. SPECIALIST IN INTERNATIONAL RESEARCH INTO COMPUTER INDUSTRY, FIRM WOULD UTILIZE ITS DATAFILE OF OEM AND SYSTEMS HOUSE ORGANIZATIONS IN EUROPE, ITS INTERNATIONAL DATAFILE OF COMPUTER INSTALLATIONS, CURRENT EDITION OF WHICH CONTAINS FULL DETAILS ON OVER 800 GENERAL PURPOSE COMPUTER SYSTEMS IN SWEDEN. FIRM'S SUBSIDIARY, COMPUTERWORLD PUBLISHING LTD. ORGANIZES COMPUTERMARKET EXHIBITIONS THROUGHOUT U.K. AND IS THEREFORE QUALIFIED COMMENT ON SUITABILITY OF TRADE EVENTS FOR PROMOTION OF U.S. COMPUTERS AND RELATED EQUIPMENT. DIRECTOR, JAMES BONNETT, QUALIFIED ELECTRONIC ENGINEER AND FOUNDER OF COMPUTER WEEKLY WOULD BE ASSIGNED TO STUDY. (BONNETT CONDUCTED SIMILAR ACCEPTABLE USDOC STUDY IN 1972 AND WAS NOT, REPEAT NOT, INVOLVED ON LESS SUCCESSFUL 1976 STUDY.)

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I. PA MANAGEMENT CONSULTANTS LTD., 25,000. FIRM HAS COMPUTER & TELECOMMUNICATIONS DIV. (PACTEL) WHICH HAS CARRIED OUT EDP WORK ON A WORLDWIDE BASIS, INCLUDING RECENT STUDIES OF SWEDISH COMPUTER MARKET ON BEHALF OF SWEDISH DEPT. OF TRADE AND MAJOR COMPUTER HARDWARE MANUFACTURER AND STUDY OF COMPUTER HARDWARE/SOFTWARE APPLICABLE TO FOOD INDUSTRY. AFTER DISCUSSIONS WITH

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W  
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FM AMEMBASSY LONDON  
TO USDOC WASHDC  
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AMEMBASSY STOCKHOLM

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PACTEL AND ITS STOCKHOLM OFFICE (EF/PA CONSULTING), FIRM  
FEELS ONLY WAY TO CARRY OUT MEANINGFUL STUDY OF SWEDISH  
MARKET WOULD BE TO PERFORM GREAT DEAL OF IN-DEPTH FIELD  
RESEARCH OF A LARGE SAMPLE OF SWEDISH MARKET IN ORDER TO  
CHECK OUT OFFICIAL STATISTICS.

3. BID SUMMARY & RECOMMENDATIONS:

A. INACCEPTABLY HIGH PRICES PRECLUDE PA, OMR AND  
BUTLER. PRS APPEARS TO HAVE LEAST RELEVANT EXPERIENCE  
IN COMPUTER FIELD. LOGICA AND IDC EUROPA ARE BOTH  
SPECIALISTS IN EDP AND, IN VIEW OF IDC APPOINTING  
BONNETT TO RESEARCH, WE CONSIDER BOTH BIDS VERY ACCEPT-  
ABLE. METRA, TML AND IMES ALL OFFER GOOD CAPABILITIES  
IN RELEVANT PRODUCT AND GEOGRAPHICAL AREA, EXPERIENCE  
WITH USDOC SPECS AND EXCEPTIONALLY LOW BIDS. IMES  
APPEARS TO HAVE PERFORMED WELL ON ITS FIRST USDOC  
ASSIGNMENT FOR PACKAGING EQUIPMENT IN NETHERLANDS, AND  
CLAIMS HIGH-LEVEL CONTACTS IN SWEDISH INDUSTRY AND  
GOVERNMENT DEPARTMENTS.

B. MAJORITY OF RECENT CONTRACTS HAVE BEEN AWARDED TML;  
IN ORDER MAINTAIN COMPETITIVE ELEMENT, THEREFORE, RE-  
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COMMEND:

(A) FOR COST-EFFECTIVE STUDY - IMES AS FIRST CHOICE,  
WITH HIGH NUMBER PERSONAL INTERVIEWS, EXPERTISE IN  
FIELD AND EARLY STUDY COMPLETION DATE; AND TML AS

SECOND CHOICE; OR

(B) LOGICA OR IDC FOR MORE COSTLY STUDY BUT GAINING  
EXPERTISE IN EITHER OF TWO OF EUROPE'S LEADING COMPUTER  
CONSULTANCY FIRMS.

4. BID DOCUMENTS AIRMAILED USDOC MARCH 22.  
BREWSTER

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## Message Attributes

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**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
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**Decaption Date:** 01 jan 1960  
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**Disposition Approved on Date:**  
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**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014